ABSTRACT OF THE DISCLOSURE

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An automotive lane deviation prevention apparatus includes an electronic control unit configured to be electronically connected to a yawing-motion control actuator such as braking force actuators or a steering actuator for lane deviation prevention and vehicle yawing motion control purposes. The control unit has a processor programmed for determining whether or not a host vehicle is traveling on predetermined irregularities formed on or close to either one of a left-hand side lane marking line and a right-hand side lane marking line and a right-hand side lane marking line of a driving lane. The processor is further programmed for executing vehicle yawing motion control by which the host vehicle returns to a central position of the driving lane, when the host vehicle is traveling on the predetermined irregularities.